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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.
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08/901,692 07/28/97 KAMAKURA

A 1095.1076/JD

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WASHINGTON DC 20001

TM02/0522

EXAMINER

KAZIMI, H

ART UNIT	PAPER NUMBER
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2164

DATE MAILED:

05/22/01

Please find below and/or attached an Office communication concerning this application or proceeding.

Commissioner of Patents and Trademarks

Office Action Summary	Application No. 08/901,692	Applicant(s) Kamakura et al.	
	Examiner Hani Kazimi	Art Unit 2164	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136 (a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on Feb 26, 2001

2a) This action is FINAL. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11; 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1, 3-12, and 14 is/are pending in the application.

4a) Of the above, claim(s) _____ is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) 1, 3-12, and 14 is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claims _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are objected to by the Examiner.

11) The proposed drawing correction filed on _____ is: a) approved b) disapproved.

12) The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. § 119

13) Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).

a) All b) Some* c) None of:

1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

*See the attached detailed Office action for a list of the certified copies not received.

14) Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).

Attachment(s)

15) <input type="checkbox"/> Notice of References Cited (PTO-892)	18) <input type="checkbox"/> Interview Summary (PTO-413) Paper No(s). _____
16) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	19) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)
17) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449) Paper No(s). _____	20) <input type="checkbox"/> Other: _____

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DETAILED ACTION

1. This action is responsive to the communication filed on February 26, 2001.

Status of Claims

2. Of the original Claims 1-10, claims 1, and 2 have been amended by Applicants' amendment filed on March 25, 1999. The same amendment has added claims 11-14. In the amendment filed on March 10, 2000, claims 2, and 13 have been canceled, and claims 1, 11, 12, and 14 have been amended. In the amendment filed on August 10, 2000, claim 3 has been amended. In the amendment filed on February 26, 2001, claim 14 has been amended. Therefore, claims 1, 3-12, and 14 are under prosecution in this application.

Response to Applicant's Amendment

3. Applicants' arguments filed on February 26, 2001 have been fully considered, and discussed in the next section below or within the following rejection under 35 U.S.C. § 103 are not deemed to be persuasive, and Applicants' request for allowance is respectfully denied.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

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(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. The factual inquiries set forth in *Graham v. John Deere Co.*, 148 USPQ 459, that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows:

1. Determining the scope and contents of the prior art.
2. Ascertaining the differences between the prior art and the claims at issue.
3. Resolving the level of ordinary skill in the pertinent art.
4. Considering objective evidence present in the application indicating obviousness or unobviousness.

6. Claims 1, 3-12, and 14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Walker et al. US Patent No. 5,794,207 (hereinafter "Walker '207") in view of Walker et al. US Patent No. 5,884,270 (hereinafter "Walker '270").

Claims 1, and 11, 12, and 14, Walker '207 teaches a marketing system and method for processing market information of consumers and dealers via an electronic network (abstract, and figure 1), comprising:

personal information registering means for registering personal information of a consumer (figure 2, element 255, and column 13, lines 1-10);

market information registering means for registering market information about services

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which the consumer desires to purchase (figure 5, elements 510-550, and column 15, line 60 thru column 16, line 45);

posting means for extracting and posting the market information registered in said market information registering means according to genres (column 15, line 46 thru column 16, line 11, column 17, lines 8-26, and column 27, lines 20-36); and

personal information acquiring means for acquiring personal information of the consumer necessary for a dealer to access the consumer from said personal information registering means when the market information posted at said posting means is purchased by the dealer (column 13, lines 1-53, and column 19, lines 55-60).

Walker '207 fails to teach the prior approval demand determining means for determining, based on the personal information registered in said personal information registration means, whether prior approval by the consumer is required before the dealer accesses the consumer, and access confirming means for seeking approval for access by the dealer from the consumer who registered the purchased market information, when prior approval is required.

Walker '270 teaches the steps of determining, based on the personal information registered in said personal information registration means, whether prior approval by the candidate is required before the employer accesses the candidate, and seeking approval for access by the employer from the candidate who registered the purchased market information, when prior approval is required (figs. 2a (elements 255, 260), and 2b, column 8, lines 7-14, and column 16, lines 26-59).

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It would have been obvious to one of ordinary skilled in the art at the time the applicant's invention was made to modify the teachings of Walker '207 to include the steps of determining, based on the personal information registered in said personal information registration means, whether prior approval by the consumer is required before the dealer accesses the consumer, and seeking approval for access by the dealer from the consumer who registered the purchased market information, when prior approval is required because, it benefits both the dealers and the consumers by better understanding of the consumer's needs such as privacy concerns when dealing with purchasing and by whom the consumer wants to be contacted, and better targeting of promotional programs for the dealers, and it provides a secure system by preventing any consumer's confidential information from being exposed to other dealers and marketing entities.

Claim 3, Walker '207 teaches the purchase of the market information by the dealer (column 13, lines 1-22).

Walker '207 fails to teach that the access confirming means cancels the purchase of the market information by the dealer when the consumer does not approve the dealer's access.

Walker '270 teaches that the access confirming means cancels the transaction when the party does not approve the requestor's access (fig. 6b, element 661, and column 16, lines 33-45).

It would have been obvious to one of ordinary skilled in the art at the time the applicant's invention was made to modify the teachings of Walker '207 to include the step of canceling the purchase of the market information by the dealer when the consumer does not approve the

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dealer's access because, it greatly improves the efficiency of the system by eliminating and reducing any unnecessary processing.

Claims 4, and 5, Walker '207 teaches that the personal information registered in said personal information registering means includes a type of access to the consumer (column 13, lines 1-53, and column 19, lines 55-60); and

the type of access includes at least one of indirect or direct electronic mail, indirect or direct facsimile transmission, indirect or direct mail of material, telephone call, and visit (column 13, lines 1-53, and column 19, lines 55-60).

Claim 6, Walker '207 teaches that the personal information registered in said personal information registering means includes pre-categorized information and format-free information (column 13, lines 1-53, and column 19, lines 55-60).

Claim 7, Walker '207 teaches that the accounting means for charging the dealer when the dealer has purchased the market information posted at said posting means (column 12, lines 35-53, and column 20, lines 16-30).

Claim 8, both Walker '207 and Walker '270 fail to teach the step of performing at regular intervals of time a process of inquiring of the consumer whether the consumer desires the market

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information to be continuously posted at said posting means.

Official notice is taken that performing at regular intervals of time a process of inquiries is old and well known in the art.

It would have been obvious to one of ordinary skilled in the art at the time the applicant's invention was made to implement the system of Walker '207 to include the step of performing at regular intervals of time a process of inquiring of the consumer whether the consumer desires the market information to be continuously posted at said posting means because, it provides convenience to the consumer by keeping him/her updated of the posted information, it greatly improves the efficiency of the system by eliminating invalid postings, and provides both the consumers and the dealers with a system that is user friendly.

Claims 9, and 10, both Walker '207 and Walker '270 fail to explicitly teach the point providing means for giving the consumer a bonus point when the consumer has registered the personal information or market information; and

the point providing means gives the consumer an extra point if the consumer purchases goods from the dealer who has purchased the market information.

Official notice is taken that providing bonus points and incentives for registering personal information and more bonus points and incentives when purchasing goods and services is old and well known in the art.

It would have been obvious to one of ordinary skilled in the art at the time the applicant's

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invention was made to implement the system of Walker '207 to include the point providing means for giving the consumer a bonus point when the consumer has registered the personal information or market information and when the consumer purchases goods from the dealer because, it provides the consumer the opportunity to save money on their purchases, and provides the dealers the chance to increase their sales.

Response to Arguments

7. Applicant's arguments with respect to the claims have been considered but are moot in view of the new ground(s) of rejection. However, the response to Applicant's arguments with respect to the claims is mentioned above within the 35 U.S.C. 103 rejection of this office action.

Conclusion

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Hani Kazimi whose telephone number is (703) 305-1061. The examiner can normally be reached Monday-Friday from 8:30 AM to 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Vincent Millin can be reached at (703) 308-1065.

The fax number for Formal or Official faxes and Draft or Informal faxes to Technology Center 2100 or this Art Unit is (703) 308-6296 or 6306.

Any inquiry of a general nature or relating to the status of this application should be

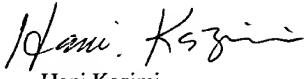
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directed to the Group receptionist whose telephone number is (703) 305-3900.

Respectfully Submitted


Hani.Kazimi

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May 7, 2001